

Rosalind Chan / Managing Consultant

An advertising veteran of 30years, Ros is the founder of Russell Brand Communications. She was previously Managing Director of Tarra, General Manager of Dentsu Young & Rubicam, and General Manager of J Walter Thompson Enterprise.

O&M Ros started her career at Ogilvy and Mather and helped launched Eveready's alkaline batteries for the first time in Singapore.

Ros left to join a local agency and was heavily involved with the Ministry of Health in the famous "Two is Enough" family planning campaign . She also managed the launch of the Genting Highlands Resort for Singapore and the world. Being with a small agency, Ros had to plan and execute all creative and international media publicity which fired her interest in media planning.

Ted Bates She joined *Bates* as Media Analyst and soon assumed the mantle of Media Director. She was invited to chair 4A's sub-committee on media research and gave industry talks lobbying for TV audience research.

Clients under her charge included Yomeishu, M&M's and Mars Chocolates. Caltex launched CX-3, Singapore's first detergent additive petrol, which stirred a media storm and the island's first petrol war.

JWT Missing the direct interaction of account management, Ros opted for the best of both worlds by joining JWT in both capacities as their Media Director and Account Director. She was there for 15 years during which time she serviced many clients:

1. ***MNC and packaged goods accounts including:***

Nestle - while working on the baby food range, the most enduring programme was the formation of Nestle Baby World - a world's first for Nestle - which involved the start-up and maintenance of a mothers' database and direct marketing to them.

Unilever - the highlight was the successful launch of Organics Shampoo, which achieved Unilever's highest shampoo user penetration rate in Singapore. The launch involved extensive consumer research, name testing and ad concept testing.

2. ***Government accounts including:***

MINDEF - launch of Total Defence and the popular "There's a part for everyone" song which later started a series of patriotic songs.

PUB - water conservation

LTA - the extensive launch of ERP traffic system to all motorists.

3. ***Retail clients including:***

Metro Department Store

Shell - 1997 : Shell XO unleaded petrol to replace Shell Premium Leaded. Singapore was selected as Asia's test bed. Ros led the concept testing research, name test, post launch tests and live marketing test leading to the successful launch which surpassed the results achieved in Ireland, chosen as the test market for Europe. Shell XO replaced the leaded petrol without any loss in market share. Besides advertising and collaterals, the launch involved forecourt pump re-design down to the attendants' uniform, payment counters, attendants' training and consumer promotions.

Subsequently, Ros managed all of Shell's petrol promotions. This involved devising 6 promotions a year, managing all logistics of the promotion mechanics, developing all advertising and collateral items. Most memorable was the S-h-e-l-l collection game which took sales to an unprecedented 3 fold gain.

4. Services clients including:

Citibank – 1989 : Managed the highly successful launch of Citibank credit card, which involved advertising, promotions and direct marketing for card membership drives and membership retention programmes.

JWT Direct During this time, she started JWT Direct to integrate the total communications needs of Citibank under one roof. Later, she also managed Citibank International Personal Banking, whose customer base is the high net-worth individuals living in the Asian region; as well as Global Consumer Bank, Singapore.

JWT Enterprise In 1995, Ros was promoted to General Manager, *JWT Enterprise* – the second line agency and was responsible for all retail, consumer promotions and government businesses plus an employment advertising division.

Dentsu Young & Rubicam Ros left *JWT* in 1997 to be the General Manager of *Dentsu Young & Rubicam* and helped take it from #2 to #1 agency in Singapore. During this time, she was the management supervisor for SingTel, the agency's largest client.

Tarra Following her entrepreneurial instincts, Ros left the MNC world and helped to build from ground zero - Tarra Communications in 1999. With Tarra, she was responsible for many marketing success stories:

1. **AIRPORK** – the only pork with a brand identity so far, is Australia's chilled pork. Through her experience, consumer insight, strategic brand counselling and guidance, AIRPORK became the preferred brand of pork in Singapore, taking over from the deeply entrenched and traditional favourite – Indonesian pork.
2. **SRP/WSTP** - From 2001 to 2003, Ros was instrumental in the communications strategies of workforce skills development programmes, which brought overwhelming success.
3. **Kia** cars was also developed into a formidable economy car competitor and leapt from 24th position in 2000 to 5th position in 2005.

Despite her time spent in building a young set-up, Ros is focussed on providing clients strategic consultancy and ensuring successful implementation of the integrated communications programmes she had planned.

RUSSELL Her vision is to build a Singaporean partner-owned communications agency reputed for its strategic thinking and guidance for Singapore brands. With this, her team ventured out in 2003 to form RUSSELL Brand Communications to focus on nurturing Singapore brands and MNC brands in Singapore.

Russell won many new clients through referrals. For each of these clients, Russell is their marketing communications consultant and is tasked with implementing integrated marcoms programmes which include PR, advertising, promotions and events management, online channels, collateral production and sponsorship sourcing.

Ros has been invited to speak at industry talks and seminars. In 2007, she was invited by Lianhe Zaobao and OCBC to speak on her experience and findings on Testimonial Advertising.

She was also invited to be on the Judging Panel of ASME Prestige Brand Award 2007.

Russell's strategic projects include MNC brands and Singapore brands

- 1. OraQuick.** The first oral HIV test kit sold in Singapore under restrictions from MOH. We used an integrated marketing communications strategies involving guerrilla tactics at clubs, PR and media relations, and launch of a CSR programme and event to gain high awareness and acceptance of voluntary HIV test.
- 2. Pepp.** A hangover remedy that is restricted for sale as a health supplement by HSA. A two prong communications strategy was employed to reach the international market and the home market. With clever messaging, extensive use of online channels, underground publications, club activities and promotions, Pepp became successful in establishing itself with clubbers as a pill that would keep their minds clear.
- 3. Centrum.** A MVS that needs to be positioned more uniquely than its competitors. Generally regarded as a convenient product to meet daily dietary allowances, Centrum was positioned to provide many health benefits. A testimonial campaign was launched to communicate the many benefits.